CEC Entertainment

Where a Kid can be a Kid

March 2, 2007

Chuck E. FOCUS



Inside this issue:

thought of the week...



" Wise men speak because they have something to say, fools because they have to say something."

-Plato

Magical Hospitality Simi Valley, CA #411
Western Region ~ Trinidad Alfaro, Asst. Mgr
Great Leadership From GM ~ Claudia Rivas

I had a birthday party for my daughter on 02/17/07 and CEC provided Anthony Marimpietri as our host. I wanted to make sure that you knew how wonderful he was. It's not often that people take the time to advise a company about a good experience, it's usually the bad ones people share. I hope you appreciate what a difference he makes. When we reached CEC we noticed that one of our row of tables was not set up for our party minutes before our party was to begin, mind you. Anthony had just walked in to start his shift and within moments had our entire area ready for us. He was very knowledgeable on the products CEC offered and was able to advise us accordingly. He was very upbeat and willing to cater to our every need. Please make sure you thank him for his wonderful service!

Mrs. Vasquez

Making Magical Hospitality

CEC Makes Charleston, WV #628
Northern Region, Leah Beckner, Manager
Great Leadership From GM ~ Melissa McFadden

I recently had a birthday party for my daughter at Chuck E. Cheese. Although this is not the first time I visited the store, it was the first time that I had a reserved birthday party there. I had a host named Eric and he was the best host I could ever imagine having! He seemed to go beyond the expectations of the store, and made me and my family feel very comfortable. First, he sat down and took our orders not like a waiter at a regular restaurant, but like a friend that I have known forever. He graciously explained the outline of the party, and told us that he would do everything in his power to make our experience the best I have ever had. Next, he was extremely prompt with everything that we asked for. He told us that he had to count the tokens out, but still somehow gave them to us at the perfect time. He also gave us his suggestions on what we should order since we were paying for everyone! Finally, the show with Chuck E. was great! He really got all of our kids involved. I knew that he had to be embarrassed, because he was the only one dancing besides Chuck E. He tossed us some free tickets and really made my children feel wonderful. I thought that since he did such a great job, I should congratulate him with a letter to the corporate office. There is no doubt that he was the most friendly, personable, caring, and considerate person that I have ever encountered at any type of business. Please congratulate him for me he definitely deserves it. Lastly, because of him, my daughters birthday party will definitely be there next year as well.



Magical Hospitality Sherman, TX #857
Southwest Region ~ Allen Decker, Manager
Great Leadership From GM ~ Yecenia Gonzalez

I would like to make note of a cast member who has surpassed expectations and truly knows how to take care of our guests. Her performance is truly perfection. Alma Medina at our Sherman, TX location is a true STAR! Although I would hope that she would remain with us, I know that she will go on to bigger and better things as she was recently accepted to the National Honor Society! Alma's dedication to work as well as studies shows that we can all succeed! When I work with her, I know that the birthday parties will always be pure MAGIC! Is Sherman lucky or what? May I also add that I know there are many in our company who shine and go above the call of duty. Please share your stories so that we can all grow. Thank you Alma for being a leader.



WEEK 8

Compliments

Week Ending February 25, 2007

Midwest Region:

96, 606, 349, 54, 73, 794, 957
971, 748

Western Region:

315, 371, 411, 959

Southwest Region:

8x599, 668, 3x31, 2x304, 584
583, 38, 81

Northeast Region:

542, 501, 648, 479, 753, 526, 2x494

Southeast Region:

Complaints

Week Ending February 25, 2007

Midwest Region:

348, 63, 793, 85, 475, 2x327, 359
77, 748, 947, 961

Western Region:

633, 200, 413, 462, 315, 325,
2x406, 3x419, 405, 49, 333

Southwest Region:

668, 303, 454, 98, 2x596, 857, 962, 38

Northeast Region:

2x501, 485, 525, 849, 526, 479, 755, 459, 520
488, 645, 463, 464, 518, 516, 481, 517, 505, 840
476, 511, 2x494, 2x496

Southeast Region:

474, 56, 718, 435, 437, 704

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#522	Brooklyn, NY	$168,319
2	#513	Queens, NY	$125,296
3	#523	Bronx, NY	$123,861
4	#446	Bell / LA	$114,974
5	#648	Harlem, NY	$106,622
6	#496	Patchogue, NY	$100,885
7	#499	Hicksville, NY	$99,002
8	#527	Hempstead, NY	$90,435
9	#520	Albany/Latham, NY	$88,732
10	#459	Worcester / Boston	$85,590

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#693	Slidell, LA	70.1%
#716	Mobile, AL	58.0%
#080	Canton/Detroit	50.0%
#706	Houma, LA	46.3%
#308	West Las Vegas	43.1%
#562	Gulfport, MS	42.8%
#729	Atlanta-Cumberland	42.0%
#889	Northwest Hwy/OKC	39.6%
#441	San Diego, CA	38.7%
#608	Montgomery, AL	37.2%

Business Reminders



From HR...

It is imperative that managers remember that all contracts must be approved through the Corporate Office.

Per the Restaurant Operations Management Handbook:

"All contracts for goods and/or services must be signed by an officer of the Corporation who has the authority to execute such contracts."

If you have any questions regarding your authority for a particular purchase of goods or services, please contact the Purchasing department in the corporate office.

Note from Purchasing..

In an effort to reduce paper cost while continuing to provide quality service to our guests, we have made some product changes and continue to work on more. Depending on which Mclane center you receive product from, you may already be getting some of these new items. If you do not see these new items on your order page yet, you will very soon.

LARGE TRANSLUCENT (BEER) CUP

Old: 331991 New: 361063

Cost: $148.93 / 1,000 ct. Cost: $28.28 / 500 ct.

Savings per thousand: $92.37 (62.0%)

SMALL TRANSLUCENT (BEER) CUP

Old: 331959 New: 361022

Cost: $73.13 / 1,000 ct. Cost: $26.11 / 1,000 ct.

Savings per thousand: $47.02 (64.3%)

FOAM CONTAINER

Old: 422204 New: 380204

Cost: $20.48 / 200 ct. Cost: 18.17 / 200 ct.

Savings per 200 count: $2.31 (11.3%)

PLASTIC FILM

There will be a new plastic film available soon that will present a savings of around $8 a case. This new product will include a slide cutter that will be safer and more efficient to use.

As always, if you have any questions, comments, or concerns, please give the purchasing department a call at 972-258-5550.

Merchandising Info....

Discontinued Merch Items

$6.99 Baseball Hat – Place bucket hat here
$8.99 T-Shirts – New Styles on the way
$39.99 Super Chuck – Fill in $14.99 Lg Chuck E Plush until new wall standard book comes out.

New Merch Bin Program Reminders

Keeping stock organized

By keeping a well organized closet creates easy flow for everything. Sort your closet by ticket level and then in order of bins. These will be called slots. This way you will be able to visually see when slot "10A" is low or empty it is time to order. This will speed up inventory as well as ordering.

Use your Saying Clings properly:

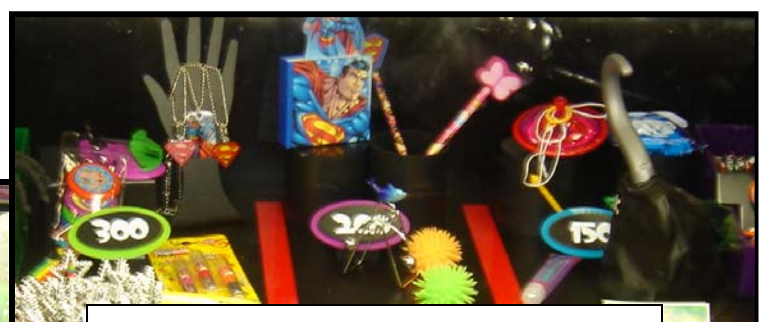
When a prize switches, make sure you are using the appropriate cling. This is very important when using "All Ages" cling. We do not want to be sending out the wrong message when it comes to child safety.

150-300 section, keep it straight

The 150, 200, 300 section is not kept in bins. You will need to take more time to keep this looking great. Use LG Black Risers to prop up "B" and "D" prizes. Keep red separators straight.

Do not get caught looking like this.





Keep it looking straight and great. Awesome job location 310 Denton, TX

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TicketsAtWork.com
AN ENTERTAINMENT BENEFITS GROUP COMPANY

Orlando: 407-393-5862
Toll Free: 800-331-6483

March 2007 Save Money * Avoid Admission Lines * Have Your Tickets Before You Go * Convenient Delivery Options

New Offers in Your Area!

Performing this Month!

Corteo
CIRQUE DU SOLEIL.

Fair Park, Dallas – Last Minute Special Offer!
March 8th at 8:00pm Category 2 & 3 – Save 30%!
March 9th at 4:00pm Category 1 2 & 3 – Save 50%!
March 10th at 8:00pm Category 1 Seating!
Sam Houston Race Park, Houston
March 29th and 31st
April 4th 6th 12th and 14th

Medieval Times Texas

Medieval Times
DINNER & TOURNAMENT

Cheer your champion to victory at this popular dinner show!
Ticket includes show admission and a Medieval Banquet!

Adult Admission $50.95 YOUR PRICE $44.95
Child Admission $35.95 YOUR PRICE $29.24

Orlando Attractions

Universal Studios & Islands of Adventure
Adult 1Day/1Park – Gate $67.00 YOUR PRICE $49.95
Child 1Day/1Park – Gate $56.00 YOUR PRICE $42.50
Adult 2Day/2Park – Gate $114.95 YOUR PRICE $89.95
Child 2Day/2Park –Gate $104.95 YOUR PRICE $82.00

Sea World
Adult 1 Day – Gate $64.95 YOUR PRICE 53.45
Child 1 Day – Gate $53.95 YOUR PRICE $46.00

Busch Gardens
Adult 1 Day – Gate $61.95 YOUR PRICE $51.95
Child 1 Day – Gate $51.95 YOUR PRICE $44.00

Kennedy Space Center
Adult Space Pass – Gate $79.99 YOUR PRICE $69.00
Child Space Pass – Gate $56.99 YOUR PRICE $49.50
Adult Admission – Gate $38.00 YOUR PRICE $34.45
Child Admission – Gate $28.00 YOUR PRICE $24.75

Holy Land Experience
Adult Admission – Gate $35.00 YOUR PRICE $27.50
Child Admission – Gate $23.00 YOUR PRICE $18.00

Cypress Gardens
Adult Admission – Gate $39.95 YOUR PRICE $36.00
Child Admission – Gate $34.95 YOUR PRICE $31.75
Senior Admission – Gate $34.95 YOUR PRICE $31.75

Orlando Magic
Lower Bowl I – Gate $49.95 YOUR PRICE $37.00
Upper Bowl L – Gate $42.60 YOUR PRICE $33.00

Windermere Country Club
Golf Exclusive – Value $280.00 YOUR PRICE $89.00

Wet n' Wild
Adult Admission – Gate $36.95 YOUR PRICE $29.45
Child Admission – Gate $30.95 YOUR PRICE $26.95

Orlando Dinner Shows

Tony n' Tina's Wedding
Adult Reg. Admission $69.00 YOUR PRICE $49.00
Youth Reg. Admission $33.00 YOUR PRICE $25.00

MAKAHIKI LUAU Show & Dinner at Sea World
Adult Reg. Admission $45.95 YOUR PRICE $36.40
Youth Reg. Admission $29.95 YOUR PRICE $24.95

Pirates Dinner Adventure
Adult Reg. Admission $53.00 YOUR PRICE $33.00
Youth Reg. Admission $32.85 YOUR PRICE $24.85

Dolly Parton's Dixie Stampede
Adult Reg. Admission $49.00 YOUR PRICE $39.00
Youth Reg. Admission $22.00 YOUR PRICE $19.00

Medieval Times
Adult Reg. Admission $49.95 YOUR PRICE $39.95
Youth Reg. Admission $33.95 YOUR PRICE $29.95

Arabian Nights
Adult Reg. Admission $47.00 YOUR PRICE $26.22
Youth Reg. Admission $29.00 YOUR PRICE $20.00

TICKET PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE. SALES TAX IS NOT INCLUDED IN THE PRICES LISTED. THERE ARE NO REFUNDS OR EXCHANGES UNDER ANY CONDITIONS. ONLINE ORDERS DO NOT HAVE AN ORDER FEE. Shipping/Delivery fees may vary based on the amount of your order. All orders over $125 must be sent with express carrier. Express carrier deliveries require signature at the time of delivery. Some movie tickets have restrictions during the first 10 days of new releases. It is the ticket holder's responsibility to review expiration dates on tickets. Some event ticket prices include a small service fee and are available on a first-come, first-serve basis.



Tech Support

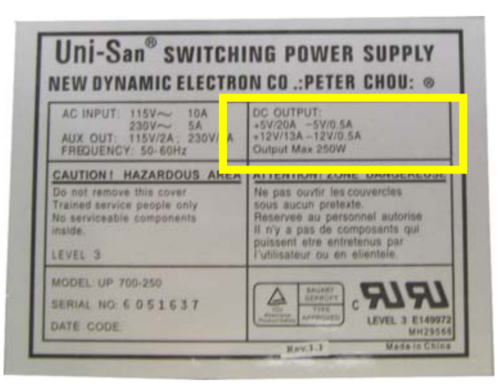
Namco Mario Cart – JVS-type Power Supply Update

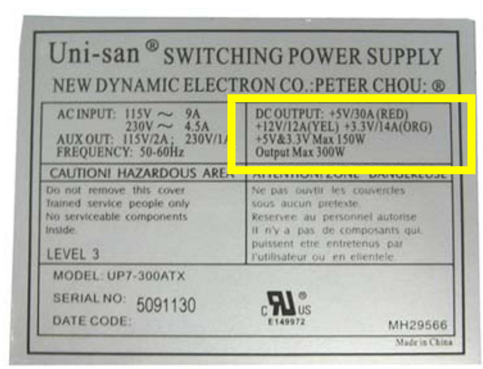
It is very important that this game uses only a JVS-type power supply. Namco part # VG88-11121-01 and is labeled IMP-44-1095-01. This power supply must be used because there is a time delay between the power up of the 3.3 volt supply and the 5 volt supply. If any other power supply is used it may create issue with the game.

Label on back of power supply.



Power supplies sometimes look very much alike as the pictures below indicate, before swapping power supplies or replacing with a new one make sure that what you are putting in is the same as what you are taking out. Using the wrong power supply can cause serious damage to the games electronics.







Tech Support

Raptor Captor made by 5 Star Redemption

If you have this game please see the **attached service bulletin (next page)** regarding a required patch cable for this game. The service bulletin must be completed and faxed to 5 Star Redemption verifying that the patch cable has been installed. If you have any questions please contact 5 Star Redemption at 818 709 0875.

Five Star Redemption, Inc.
Atten:Dennis R Blanks
(818) 709-0875 Fax (818) 775-9674
http://WWW.FiveStarRedemption.COM Email: Dennis.Blanks@FiveStarRedemption.com

Service Bulletin for Raptor Captor

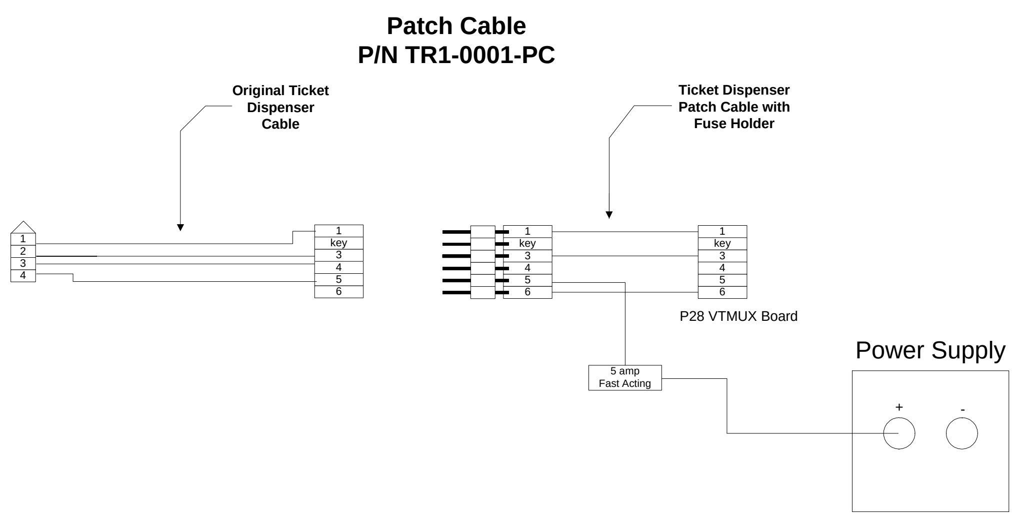
Date ___________

Chuck E. Cheese Store # ______________________________

Contact Name ______________________________

Telephone Number ___________________ Fax Number ____________________

Patch Cable



After PATCH CABLE Installation is Complete or you have A Raptor Captor with the Fuse Holder Already Installed properly.

Please Date, Sign, and Fax This Document to
Attention: Dennis R Blanks
Fax (818) 775-9674

Date: __________

Technician Name: ____________________________________

Technician Signature: ____________________________________

CEC Entertainment

Where a Kid can be a Kid

March 9, 2007

Chuck E. FOCUS



Inside this issue:

thought of the week...



" Life is ten percent what happens to you and ninety percent how you respond to it.."

-Lou Holtz

Magical Hospitality Warwick, RI # 645

Northern Region ~ Robert DiBenedetto & Dawn Leplume , Mgrs

Great Leadership From GM ~ Anjali Khullar

Hello! I just wanted to say that I visited your store in Warwick on last Saturday and I don't usually take time to write comments about places I visited but this is a special occasion.

I must say that the place was really busy the day I was there with my two kids. Even if it was a busy day there manager helped me find a table and asked how everything was going. Later on, my food took about 25 minutes to arrive at the table, the manager brought our food out and apologized about the delay. I take my children to this restaurant at least three times a month and I the restaurant is always busy, but the staff are very focused on customer service. I have also noticed that the management staff seems to always be in control of the situation.

Thank you for wonderful customer service.

J. Melissa

Making Magical Hospitality

CEC Makes Fontana, CA #445

Western Region, Tracy Pattman, Manager

Great Leadership From GM ~ Darryl Robinson

Hello my name is Daniel Anaya. I visit the Chuck E. Cheese location in 17069 Valley Blvd., Fontana every Wednesday night. I am a single dad who picks up his daughter up the street in Fontana, I live in Los Angeles, so the drive is about 38 miles. I do this to be with my 18 month old little girl for 3 hours every Wednesday. I have been going to the Chuck E. Cheese's location for 3 months. I was looking for a fun warm location I could spend some bonding time with my baby, I found it at Chuck E. Cheese. The management is great and have been since day one. The Chuck E Cheese staff has been great to my daughter and myself. They have in a sense adopted her, all the staff knows her name and she is very comfortable there. I just wanted to commend everyone who works at Chuck E Cheese in Fontana for doing such a great job. The staff is just great! One request, would it be possible to have changing tables in the men's restroom for us single dads?

Thanks again,

Daniel Anaya



Magical Hospitality Maple Grove, MN #794

Midwest Region ~ Peter Scott & Cheryl Humphry, Mgrs

Great Leadership From GM ~ Troy Watring

Dear Cheryl,

I just wanted to send you this thank you note to let you know how sweet it was of you to treat my daughter and I on Valentine's Day! You did something for us you didn't have to do and I want everyone at Chuck E. Cheese's to know what a kind and genuine heart you have. Thank you for your kindness and we look forward to seeing you and your staff again soon.

Sincerely,

Dawn & Hannah Moss

Compliments

Week Ending March 4, 2007

Midwest Region:

606, 673, 348, 73, 97, 678, 829

2x832, 111, 77, 916

Western Region:

445, 338

Southwest Region:

8x599, 668, 570, 38, 31, 570, 31,416

Northeast Region:

522, 459, 645, 513

Southeast Region:

772, 772

Complaints

Week Ending March 4, 2007

Midwest Region:

3x348, 34, 58, 678, 797, 713, 844

563, 77, 947

Western Region:

108, 399, 109, 315, 308, 2x406, 419,

393, 419, 441, 959

Southwest Region:

732, 575, 576, 587, 579

Northeast Region:

849, 524, 755, 755, 645, 467, 517,

521, 476, 504, 499

Southeast Region:

87, 605, 64, 71, 638, 117, 382, 664, 664,

382, 121, 613, 718, 682, 412, 372, 720, 780



WEEK 9

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#446	Bell / LA	$104,646
2	#522	Brooklyn, NY	$83,691
3	#418	Sun Valley / LA	$82,644
4	#587	Houston/Pasadena	$78,974
5	#472	Manchester/Boston	$78,790
6	#523	Bronx, NY	$77,748
7	#453	Ventura / LA	$76,092
8	#678	Joliet, IL	$75,463
9	#465	Torrance / LA	$70,883
10	#377	Lynwood, CA	$69,934

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#560	Mobile, AL	46.8%
#034	Oaklawn/Chicago	45.1%
#307	Las Cruces, NM	42.9%
#928	Midland, TX	42.0%
#575	Houston-Wesleyan	41.8%
#612	Athens, GA	35.8%
#729	Atlanta-Cumberland	35.7%
#121	Winston-Salem, NC	34.6%
#039	Charlotte/Albemarle	33.8%
#301	Fort Smith, AR	33.0%

Business Reminders



Merchandising Info....

$7.99 Bowling Set

We will be temporarily out of $7.99 CEC Bowling Sets for 3 weeks. Expand your $8.99 Tool Set display until we are back in stock.

EMPLOYEE INCIDENTS

REMINDER: All **employee** incidents should be reported to **1-877-232-252**4, no matter how insignificant they might seem. Let the adjuster decide which claim is compensable and which is not. After the incident has been reported, your store will receive an E-MAIL confirmation of your call.

As you have been getting phone calls from adjusters to investigate claims, they have been introducing themselves as working for Broadspire. Please note that Crawford, our TPA (Third Party Administrator), has changed their name to **Broadspire, A Crawford Company.**

During the phone conversation don't hesitate to provide adjusters with requested information and feel free to express your concerns, if you have any, in regards to the particular incident. Most of the time you are adjuster's first point of contact. It is important to provide as reliable and correct information as possible. THE ADJUSTORS ARE ON OUR SIDE!

Look at the **Employee Injury Log** if you don't have all the details of the injury/incident. The manager who was on duty when the injury/incident happened should leave enough information in the Log for the next shift.

GUEST INCIDENTS

REMINDER:

All Guest incidents must also be reported to **1-877-232-2524 including incidents that happen outside of the store in parking areas or other general areas etc.**

You must also report all incidents when the police are called to the store.

You will receive a copy of all reports via email to your store.

Within 24 hrs a CEC Adjuster may call you to further investigate the incident. During the phone conversation don't hesitate to provide adjusters with requested information and again feel free to express your concerns, if you have any, in regards to the particular incident. Some incidents you may be contacted by an Adjuster from **Broadspire, A Crawford Company.** It is important to provide as reliable and correct information as possible and assist them with their investigation.

CEC Entertainment

Entertainment Discounts for Employees!

Company Code
CEC2

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Orlando: 407-393-5862
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New Offers in Your Area!

Performing this Month!

Corteo
CIRQUE DU SOLEIL.

Fair Park, Dallas – Last Minute Special Offer!
March 8th at 8:00pm Category 2 & 3 – Save 30%!
March 9th at 4:00pm Category 1 2 & 3 – Save 50%!
March 10th at 8:00pm Category 1 Seating!
Sam Houston Race Park, Houston
March 29th and 31st
April 4th 6th 12th and 14th

Medieval Times Texas

Medieval Times
DINNER & TOURNAMENT

Cheer your champion to victory at this popular dinner show!
Ticket includes show admission and a Medieval Banquet!

Adult Admission $50.95 YOUR PRICE $44.95
Child Admission $35.95 YOUR PRICE $29.24

Orlando Attractions

Universal Studios & Islands of Adventure
Adult 1Day/1Park – Gate $67.00 YOUR PRICE $49.95
Child 1Day/1Park – Gate $56.00 YOUR PRICE $42.50
Adult 2Day/2Park – Gate $114.95 YOUR PRICE $89.95
Child 2Day/2Park –Gate $104.95 YOUR PRICE $82.00

Sea World
Adult 1 Day – Gate $64.95 YOUR PRICE 53.45
Child 1 Day – Gate $53.95 YOUR PRICE $46.00

Busch Gardens
Adult 1 Day – Gate $61.95 YOUR PRICE $51.95
Child 1 Day – Gate $51.95 YOUR PRICE $44.00

Kennedy Space Center
Adult Space Pass – Gate $79.99 YOUR PRICE $69.00
Child Space Pass – Gate $56.99 YOUR PRICE $49.50
Adult Admission – Gate $38.00 YOUR PRICE $34.45
Child Admission – Gate $28.00 YOUR PRICE $24.75

Holy Land Experience
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Child Admission – Gate $23.00 YOUR PRICE $18.00

Cypress Gardens
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Child Admission – Gate $34.95 YOUR PRICE $31.75
Senior Admission – Gate $34.95 YOUR PRICE $31.75

Orlando Magic
Lower Bowl I – Gate $49.95 YOUR PRICE $37.00
Upper Bowl L – Gate $42.60 YOUR PRICE $33.00

Windermere Country Club
Golf Exclusive – Value $280.00 YOUR PRICE $89.00

Wet n' Wild
Adult Admission – Gate $36.95 YOUR PRICE $29.45
Child Admission – Gate $30.95 YOUR PRICE $26.95

Orlando Dinner Shows

Tony n' Tina's Wedding
Adult Reg. Admission $69.00 YOUR PRICE $49.00
Youth Reg. Admission $33.00 YOUR PRICE $25.00

MAKAHIKI LUAU Show & Dinner at Sea World
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Youth Reg. Admission $29.95 YOUR PRICE $24.95

Pirates Dinner Adventure
Adult Reg. Admission $53.00 YOUR PRICE $33.00
Youth Reg. Admission $32.85 YOUR PRICE $24.85

Dolly Parton's Dixie Stampede
Adult Reg. Admission $49.00 YOUR PRICE $39.00
Youth Reg. Admission $22.00 YOUR PRICE $19.00

Medieval Times
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Youth Reg. Admission $33.95 YOUR PRICE $29.95

Arabian Nights
Adult Reg. Admission $47.00 YOUR PRICE $26.22
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Toll Free 800-331-6483

March 2007 Save Money * Avoid Admission Lines * Have Your Tickets Before You Go * Convenient Delivery Options

South Florida Attractions

SeaEscape Fun Cruise

Single Sailing Tickets $18.75

Lion Country Safari

Adult Admission $21.99 YOUR PRICE $16.95
Child Admission $16.99 YOUR PRICE $14.99

Miami Heat

Heat vs Timberwolves Friday, March 9th at 7:30pm
Heat vs Utah Jazz Tuesday, March 13th at 7:30pm
Heat vs Atlanta Hawks Monday, March 26th at 7:30pm
LOWER LEVEL $42.95 - UPPER LEVEL $16.95

Florida Marlins vs Philadelphia Phillies
OPENING DAY! Friday April 6th at 7:05pm - $32.50
Super Saturday! Saturday April 7th at 7:05pm - $25.00
Bullpen Box Seats!

Broadway Specials

Legally Blonde – The Musical! April 6th at 8:00pm
Regular Price $118.00 YOUR PRICE $73.00
A Chorus Line - May 26th at 2:00pm
Regular Price $117.75 YOUR PRICE $106.25
Wicked July 13th and July 27th at 8:00pm
Regular Price $117.00 YOUR PRICE $106.00
Jersey Boys October 23rd at 7:00pm
Regular Price $123.00 YOUR PRICE $110.25

Texas Attractions

Medieval Times Texas

Adult Admission $50.95 YOUR PRICE $44.95
Child Admission $35.95 YOUR PRICE $29.24

Sea World – San Antonio

Adult Admission $48.99 YOUR PRICE $43.99
Child Admission $38.99 YOUR PRICE $34.95

Fort Worth Zoo

Adult Admission $10.50 YOUR PRICE $9.00
Child Admission $8.00 YOUR PRICE $7.00

Cirque du Soleil

Dallas, Houston, and Denver Show Dates!
COMING SOON – LOS ANGELES!
Priority Seating & Discount Tickets for Select Shows

City Pass

Visit multiple attractions for one low price!
Atlanta, Boston, Chicago, New York, Philadelphia, San Francisco, Seattle, Southern California

California Attractions

Disneyland & Disney's California Adventure Theme Park

Adult 2Day Park Hopper Gate $122.00 YOUR PRICE $114.00
Child 2Day Park Hopper – Gate $102.00 YOUR PRICE $95.00
Special Offer! "Adults At Kids Price" Park Hopper
3Day Special Offer Value $179.00 YOUR PRICE $119.00
4Day Special Offer Value $209.00 YOUR PRICE $138.00

California Resident Special Offers!

Adult 2Day One Park - Gate $126.00 YOUR PRICE $62.00
Child 2Day One Park – Gate $106.00 YOUR PRICE $52.00
Adult 1Day One Park – Gate $63.00 YOUR PRICE $59.50
Child 1Day One Park – Gate $53.00 YOUR PRICE $51.00
Adult 2Day Park Hopper – Gate$122.00 YOUR PRICE $102.00
Child 2Day Park Hopper – Gate $102.00 YOUR PRICE $87.00

Universal Studios Hollywood

Adult/Child 3Day Admission Special Offer!
Value $183.00 YOUR PRICE $48.50
Annual Pass – Gate Price $89.00 YOUR PRICE $64.00
Front of the Line Special with Admission
Gate $89.95 YOUR PRICE $76.40

Knott's Berry Farm

Adult Admission $41.95 YOUR PRICE $28.95

Sea World (San Diego)

Adult Admission $56.00 YOUR PRICE $46.00
Child Admission $46.00 YOUR PRICE $39.95

San Diego Zoo

Adult Admission $33.00 YOUR PRICE $26.95
Child Admission $22.00 YOUR PRICE $17.50

San Diego Wild Animal Park

Adult Admission $28.50 YOUR PRICE $22.75
Child Admission $17.50 YOUR PRICE $15.75

Legoland – Carlsbad, CA

Adult/Child Admission $57.00 YOUR $41.95

Catalina Express

Adult Ticket $59.00 YOUR PRICE $52.50
Child Ticket $45.50 YOUR PRICE $42.00

Discovery Tours of Catalina Island

Adult Ticket $24.00 YOUR PRICE $20.50
Child Ticket $12.00 YOUR PRICE $11.00

SALES TAX IS NOT INCLUDED IN THE PRICES LISTED. THERE ARE NO REFUNDS OR EXCHANGES UNDER ANY CONDITIONS. ONLINE ORDERS DO NOT HAVE AN ORDER FEE. Shipping/Delivery fees may vary based on the amount of your order. All orders over $125.00 must be sent with express carrier. Express carrier deliveries require signature at the time of delivery. Some movie tickets have restrictions during the first 10 days of new releases. It is the ticket holder's responsibility to review expiration dates on tickets. Some event ticket prices include a small service fee and are available on a first-come, first-serve basis. TICKET PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE.

Employees Save All Year Long at the Walt Disney World Resort

Company Code
CEC2

TicketsAtWork.com
AN ENTERTAINMENT BENEFITS GROUP COMPANY

Orlando: 407-393-5862
Toll Free: 800-331-6483

Spend 5 Days *Park Hopping®* for Under $55.00 per day!

See TicketsAtWork.com for Pricing on 3,4,5,6,7,& 10 Day Tickets

With *Magic Your Way* vacations you can do Disney your way! The Walt Disney World® Vacation is more affordable, flexible and magical than ever. First, decide how many days you want to visit. You can purchase Base Tickets for 3-10 days. Each Base Ticket gives you admission to one theme park per day.

Add more flexibility with the *Park Hopper®* Option Want to enjoy more than one Theme Park per day? Add the *Park Hopper®* Option and come and go from Theme Park to Theme Park on the same day.

Add even more fun with the *Water Park Fun & More* Option This Option provides you with a certain number of admissions based on the length of your ticket. For each admission, you can choose a visit to one of the following: *DisneyQuest®* Indoor inter-active theme park, *Downtown Disney®* Pleasure Island nightclubs, or *Disney's Wide Wide World of Sports®* Complex**Water parks subject to seasonal weather closures. Age restrictions may apply for access to certain facilities.

Special Offer!
3 Days Free!

Purchase a 4-Day ticket at the already Low corporate discount rate and get 3 extra days for free!

That equals 7 days of unlimited admissions to all 4 Disney Theme Parks for just $36 a day!

Magic Your Way Tickets and Options are nontransferable and expire 14 days after first use of the Ticket, unless the *No Expiration* Option is purchased. Does not include activities/events separately priced. Visiting multiple Theme Parks on the same day requires the *Park Hopper®* Option.

New Attraction at Disney-MGM Studios®

The entertainment phenomenon inspired by the Highest rated smash hit Disney Channel Original Movie, comes to life in ***High School Musical* Pep Rally**, a new immersive show for the whole family at Disney-MGM Studios. Throughout the Park, a talented cast re-creates the team spirit Of East High, a place where best friends are around every corner, breaking into song and dance. Hit songs from the year's # album, , including “Get'cha Head in the Game” and “We're All in This Together,” invite all ages to be part of a new kind of live excitement!

New Attraction at Magic Kingdom®

Monsters, Inc. The Laugh Floor Comedy

This all-new *Tomorrowland®* experience gives Magic Kingdom Guests the opportunity to Participate in a live interactive comedy show starring Mike and more from *Monsters, Inc.* Having discovered that laughter 10x more powerful than screams, The Laugh Floor at Monsters Inc. has been transformed into a comedy club for visiting humans – the goal: gather big laughs and plenty of them.

Inspired by Disney's presentation of Pixar's *Monsters, Inc*

Downtown Disney

DisneyQuest® at Downtown Disney®

Experience over 250 different attractions at this high-tech arcade!

Adult Gate Price $36.00 **YOUR PRICE $27.95**

Child Gate Price $30.00 **YOUR PRICE$24.95**

Pleasure Island at Downtown Disney

Exceptional dining, distinctive shops and boutiques, its an entire island of nighttime fun!

Gate Price for all ages $21.95 YOUR PRICE $17.95

La Nouba™ by *Cirque du Soleil®* at *Downtown Disney®*

Only performed in Orlando! A Magnificent combination of street entertainment and public spectacle.

Adult Gate Price $79.00 **YOUR PRICE $73.44**

Child Gate Price $63.00 **YOUR PRICE $58.55**

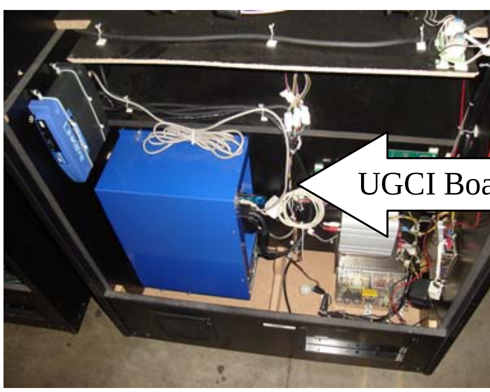
SALES TAX IS NOT INCLUDED IN THE PRICES LISTED. THERE ARE NO REFUNDS OR EXCHANGES UNDER ANY CONDITIONS. Shipping/Delivery fees may vary based on the amount of your order. All orders over $125 must be sent with express carrier. Express carrier deliveries require signature at the time of delivery. It is the ticket holder's responsibility to review expiration dates on tickets. TICKET PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE.

Tech Support



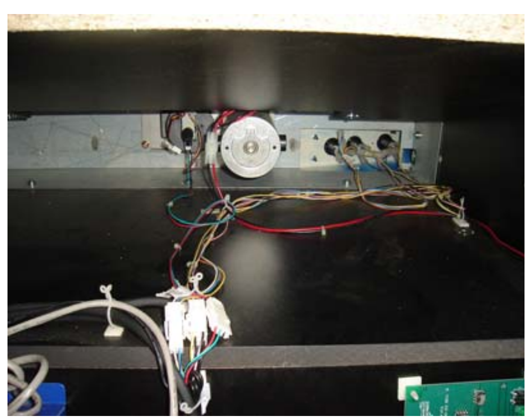
Sega's Ford Racing Game
UGCI Board Update

If you have been having issues with no shafting or I/O board failing after a period of time, Sega recommends the following update. First verify that your game has a Version F UGCI I/O board. This version of I/O board is less likely to be damaged by static. Second it is recommended to run an earth ground wire to the steering, start button plate and shifter and pedal assemblies. This will help discharge the any static to ground rather then going through any of your games electronics. See Pictures



UGCI Board

Add Earth Ground wire to steering assembly and Start Button Plate as shown in picture



Marketing Information



March 18, 2007 COUPON PROMOTION

All stores will be participating in an FSI coupon promotion on March 18, 2007. Coupons will expire on April 28, 2007. Coupon details by markets are listed below.

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $19.99	**BUY 50 TOKENS GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	Buy any Large Pizza with 1 topping for only $9.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

ABILENE
ALBANY, GA
ALEXANDRIA
AMARILLO
ATLANTA
AUSTIN
BATON ROUGE
BEAUMONT
BIRMINGHAM
BOISE
BUFFALO
CHARLESTON, SC
CHARLESTON, WV
CHATTANOOGA, TN
CHICAGO
COLORADO SPRINGS
COLUMBIA, MO
COLUMBUS, GA
DALLAS/FT. WORTH
DAVENPORT
DAYTON/SPR.
DENVER
DES MOINES

DETROIT
DOTHAN
EL PASO
ERIE
EVANSVILLE
FT. SMITH/FAYETT
FT. WAYNE
GRAND JUNCTION
GRAND RAPIDS
GREENBAY
GREENSBORO-W. SALEM
GREENVILLE, SC
HATTISBURG, MS
HOUSTON
HUNTSVILLE
INDIANAPOLIS
JOHNSTOWN/ALTOONA
JOPLIN, MO
KNOXVILLE
LACROSSE
LAFAYETTE
LAKE CHARLES
LANSING

LAS VEGAS
LEXINGTON, KY
LINCOLN
LITTLE ROCK, AR
LOS ANGELES
LUBBOCK
MACON
MADISON
BROWNSVILLE
MIAMI
MINNEAPOLIS
MONTGOMERY
NEW ORLEANS
OMAHA
ORLANDO
PALM SPRINGS
PEORIA
PHOENIX
PITTSBURGH
PORTLAND, OR
RALEIGH/DURHAM
RAPID CITY, IA
RENO

ROANOKE
ROCKFORD
SAN DIEGO
SHERMAN
SIOUX CITY
SIOUX FALLS
SOUTH BEND
SPRINGFIELD, IL
SPRINGFIELD, MO
TAMPA/ST. PETE
TOLEDO
TOPEKA
TRI-CITIES/JOHNSON CITY
VICTORIA
WACO
WEST PALM
WICHITA FALLS
WICHITA, KS
WILKES/BARRE-SCRANTON
YOUNGSTOWN
YUMA/EL CENTRO

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $20.99	**BUY 50 TOKENS GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens $23.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

MARKETS:

ANCHORAGE
BAKERSFIELD
BALTIMORE

CINCY
NEW YORK
NORFOLK/VA BEACH

SALINAS/MONTEREY
SALISBURY, MD
SAN FRANCISCO

S BARBARA -S MARIA
SEATTLE
WASHINGTON DC

Marketing cont.



- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $21.99	**BUY 50 TOKENS GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens $24.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $30.99

ALBANY, NY	FRESNO/VISALIA	PHILADELPHIA	SPRINGFIELD, MA
ALBUQUERQUE	GREENVILLE, NC (JAX NC)	PORTLAND, ME	ST. LOUIS
BINGHAMPTON	HARRISBURG, PA	PROVIDENCE	SYRACUSE, NY
BOSTON	HARTFORD	RICHMOND	
CHARLOTTE, NC	JACKSONVILLE	ROCHESTER	
COLUMBUS, OH	LOUISVILLE	SACRAMENTO	

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $19.99	**BUY 50 TOKENS GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	- 1 large one topping pizza - 2 regular size soft drinks - 20 tokens $16.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

MARKETS:

AUGUSTA	COLUMBIA, SC	MEMPHIS	SAN ANTONIO
BILOXI-GULFPORT	CORPUS CHRISTI	MILWAUKEE	SAVANNAH
BOWLING GREEN	FLINT/SAGINAW	MOBILE/PENSACOLA	SHREVEPORT
CEDAR RAPIDS	JACKSON, TN	NASHVILLE	TULSA
CLEVELAND	KANSAS CITY	OKLAHOMA CITY	TYLER/LONGVIEW

Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any questions after hours, call 817/870-0744.

Please call Piper Ranne at 972/258-5489 if you have any questions about the coupon promotion.

CEC Entertainment

Where a Kid can be a Kid

March 16, 2007

Chuck E. FOCUS



Inside this issue:

thought of the week...



" It is our choices that show who we really are, far more than our abilities."

-J.K. Rowling

Magical Hospitality Roseville, MI #475
Midwest Region ~ Jackie Knisel, Manager
Great Leadership From GM ~ Charles Sedewar

I just wanted to say that Gary went above and beyond at the Fort Gatriot location last Tuesday, March 6. He truly seemed to enjoy his job and did great interacting with my two preschoolers, even when it was a few minutes past closing and they asked about redeeming their tickets. I tried to tell them we would do it another time, but he acted as if the time didn't matter and that kids were the most important part of the Chuck E Cheese experience. He took a couple extra minutes to make my girl's trip to Chuck E Cheese one to remember.

Thank you,

Jennifer Edwards

Madison Heights, Michigan

Making Magical Hospitality

CEC Makes Magic Pasadena, CA #324

Western Region, Letty Castanada & Alex Romo, Asst. Mgrs.

Great Leadership From GM ~ Monica Reed

I would like to comment on one of your employees, Krista. Its rare to find great service in such organized chaos. Her attentiveness to my needs and willingness to help me was indescribable. She managed to keep me on schedule, for proper pizza table delivery before our show time. She took time to show me the best value for my money, and was prompt to add product to assist with the unforeseen growth in my child's birthday party. I would like to thank you for great service, happy faces and the smile on my daughter's face on her 10th birthday.

,Randall S. Weller



Magical Hospitality Arlington, TX #416

Southwest Region ~ Leon Miles, Asst. Mgr.

Great Leadership From GM ~ Danny Castillo

I was in your restaurant on Sunday, March 3, 2007. I am pretty sure this is not a big deal to your company. I witnessed a little kid at the prize counter and the little guy was just out of control. The mother could not do anything to calm the situation down. At that time your Manager took the time out of his busy schedule to come sit down on the floor with him and calm him down. It just touched me so much inside to see that and I give Leon an A plus plus. Thanks so much it's nice to know that there are still nice people in the world. I will be back soon.

Magical Hospitality Charlotte-Concord, NC #381

Southeast Region ~ Bradley Leininger & Dena Hendry, Mgrs

Great Leadership From GM ~ Hashem Saadat

Matt was awesome! He checked us in, took our order, cleaned the dining room and had a smile for everyone he saw. How pleasant and refreshing! He seemed to be a one man operation and a very good one !

Dawn Carmichael



Compliments

Week Ending March 11, 2007

Midwest Region:

796, 603, 728, 700, 2x931, 2x85

Western Region:

324, 306

Southwest Region:

4x31, 891, 9x599, 950, 416, 81

Northeast Region:

524, 2x487, 494, 455, 762

Southeast Region:

402, 87, 381, 654

Complaints

Week Ending March 11, 2007

Midwest Region:

348, 97, 63, 349, 59, 97, 842,

323, 85, 846, 963

Western Region:

363, 850, 315, 376, 371, 419

Southwest Region:

587, 962, 81, 562, 595

Northeast Region:

524, 2x525, 2x522, 471, 464, 645, 470

2x487, 2x516, 521, 494, 496, 504, 559, 547

552, 762, 452, 737

Southeast Region:

2x87, 402, 474, 772, 967, 972,

682, 954, 450, 65

WEEK 10

TOP TEN SALES VOLUME

	LOCATION		VOLUME
1	#446	Bell / LA	$96,309
2	#522	Brooklyn, NY	$82,287
3	#418	Sun Valley / LA	$78,933
4	#523	Bronx, NY	$74,080
5	#456	Skokie/Chicago	69,742
6	#465	Torrance / LA	$69,621
7	#453	Ventura / LA	$68,618
8	#034	Oaklawn / Chicago	$68,550
9	#587	Houston / Pasadena	$67,568
10	#377	Lynwood, CA	$66,825

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#827	Holland, MI	68.5%
#533	Wilkes Barre, PA	54.3%
#970	Memphis, TN	54.2%
#729	Atlanta-Cumberland	46.2%
#889	North West Hwy/OK	43.0%
#121	Winston-Salem, NC	40.5%
#034	Oaklawn /Chicago	39.5%
#636	Raleigh, NC	38.0%
#059	Stream-wood/Chicago	37.9%
#535	Bridgeville, PA	34.4%



Notes from Purchasing

New Straw / Lid Stands

By now all stores should have the new Straw / Lid Stands and Straw Dispensers. If you do not, or if you have only received partial shipment, please let us know.

In order to realize the full benefits be sure to:

- Carefully load the straws in straight.
- Keep the clear plastic piece that presses down and holds the straw CLEAN.
- Make sure that the plastic piece is firmly mounted inside the straw dispenser. Sometimes it pops loose during shipment. If it is loose it may cause straws to dispense improperly.
- Store the lids upside down.

Please call us with any questions or concerns that you may have in regard to these new units.

Enhanced Salad Bar

Many of you have had the new set up for months now. However, over half the country is being set up during February and March. By now all stores should have received all of the new food products and also see them available on the Mclane order page. Here is a listing of the new items:

- 360719 Rice Noodles
- 680728 Ranch Dressing
- 019208 Caesar Dressing
- 167106 Green Olives (you may be receiving a temporary sub for this item)
- 202853 Baby Corn
- 684563 Turkey Ham
- 442392 Red Kidney Beans
- 595702 Shredded Parmesan
- 345512 Cheddar Cheese Guppies
- 196436 Tri-Color Tortilla Strips
- 687624 Strawberry Parfait
- 680660 Balsamic Vinaigrette Dressing

In addition to these food items you should have received the additional supplies necessary for the new set up. All should have been received in three shipments from Edward Don, E&D Plastics, and Strategic. If you are missing supplies, please let us know so we can track it for you.

If you have any questions or concerns in regard to these new products please give Purchasing a call at 972-258-5550.

Tech Support

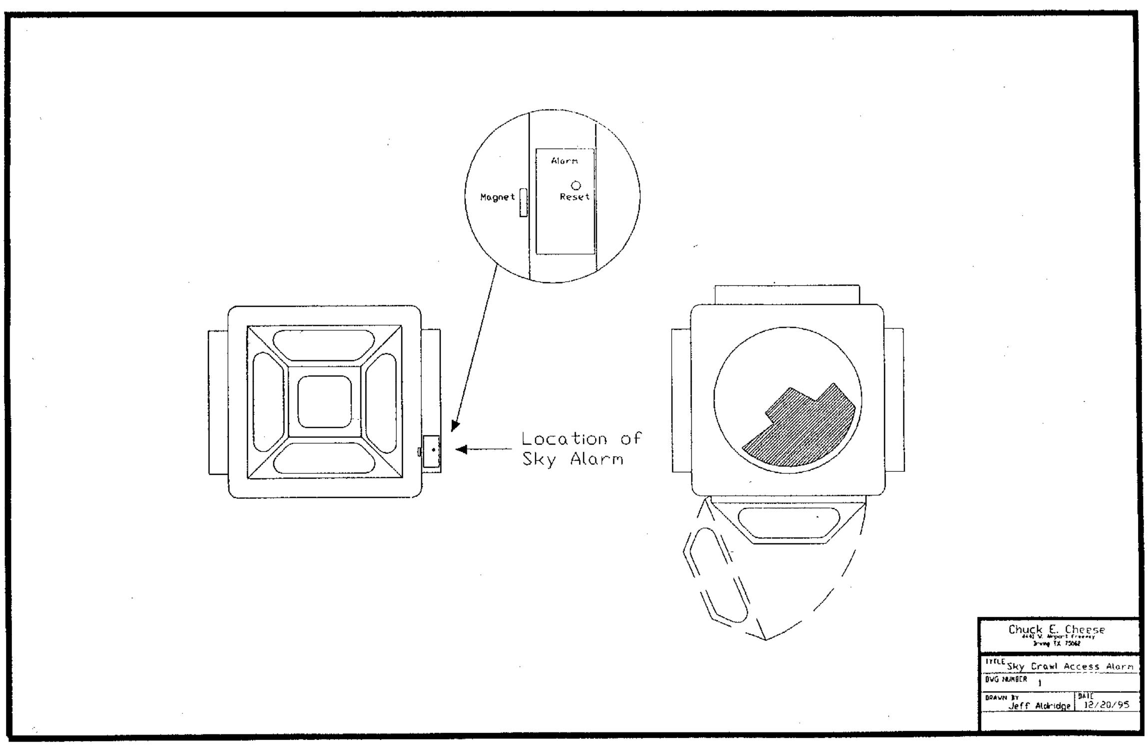
Auxiliary Access Doors for the Soft Play Sky Tubes

It's very important to check the Auxiliary Access doors daily, or after each use, to make sure they are securely closed and the safety pin is installed.

The doors should only be opened to test the audible alarm attached to each door and for emergency use only.

The Auxiliary Access Door is not to be opened or used for routine maintenance or cleaning.

Should you have any questions, please contact your Regional Technicians or SPT Technical Support department at 785 862 6002.



CEC Entertainment

Where a Kid can be a Kid

March 23, 2007

Chuck E. FOCUS



thought of the week...



" The main thing is to keep the main thing, the main thing."

-Stephen Covey

Inside this issue:

Magical Hospitality Stuart (Jenson Beach), FL #690
Southeast Region ~ Perry Cimini, Manager
Great Leadership From GM ~ Kevin Stephens

We visited Chuck E Cheese in Stuart on Friday, March 9th and was given exceptional service by an individual named Thomas, he went above and beyond the call of duty . We asked if he would get us some ice because both dispensers were empty and without hesitation he jumped right on it and filled both, after about an hour being there just finishing up our pizza he came over and asked if he could clear the plates and pizza tray, I was so amazed by how he approached us even at our table, then I began to watch everything he did while the children continued to play. He was all over the place stopping to help children that dropped their coins, cleaning off tables, putting away high chairs, and just doing anything asked of him. Before we left I asked to speak to the manager to compliment him on such a good job and he asked me to write into the website so that he could receive a WIZARD pin, I guess that is your way of showing an exemplary job, if so he deserved the pin, a raise, and recognition. The whole time we were there he was the most admirable employee. I would recommend anyone to go see Thomas he was the best.

Thank you,

Krissy Hunter

Making Magical Hospitality

CEC Makes Magic Indianapolis-Greenwood #346
Midwest Region, Jodi Brink & Jean Ann Castaneda, Mgrs
Great Leadership From GM ~ Cynthia Baird

Dear Jean and Alex,

You may recall my situation and desperate call to you: My family and I came to Chuck E Cheese on Saturday, March 32d. We had an awesome time! My children, Taven and Sahara, had won 630 tickets and cashed them in for their choice of prizes, which included 2 "squishy balls". They loved the squishy balls and immediately gave them names, "Angel" and "Squiddy". :o) We left the restaurant at approximately 9:30 p.m. and on our way home to Greencastle, Taven discovered that he had somehow lost his "Squiddy". He had shown it to his daddy when he got into the car and the only thing that I can figure is that it must have fallen out of the car as I was trying to get his car-seat fastened. When Taven discovered it missing, he didn't throw a big fit, he just covered his head with his blanket and began to cry. He told me he was just sad because it was dark and cold outside and his "Squiddy" was going to be scared. SO, as soon as we got home (by this time it was 10:30 p.m.) I called you to see if someone would be willing to help us. This is where you came in! You probably now remember the rest of the story.

I just want to say thank you so very much to both of you!!! We received the packaged addressed to Taven in the mail on yesterday and I wish you could have seen how thrilled he was. Of course you know there were 3 squishy balls and lots and lots of tickets in the package. Taven very kindly gave the pink and orange squishy ball to his sister and went about playing with the others. He has made them a bed, in a shoebox, and absolutely loves them. They are both very anxiously looking forward to our return visit to use those tickets that you sent and earn plenty more. Both of you were so completely kind, understanding and generous. This is what customer service is all about and I want you to know it paid off in this case. You definitely made my children's day and can rest assured that we are very much looking forward to coming back to your facility. When we do, we'll look you up so can meet Taven and Sahara in person. I've included their Chuck E Cheese photo here.

I can't thank you enough for going so far above and beyond, making this all better for my kids!

THANK YOU,

Debbie Noll & Family





Compliments

Week Ending March 18, 2007

Midwest Region:

700, 828, 847

Western Region:

200, 109, 362, 307, 443

Southwest Region:

668, 593, 853, 577, 716

Northeast Region:

457, 472, 3x487, 559, 762, 964

Southeast Region:

772, 55, 690

Complaints

Week Ending March 18, 2007

Midwest Region:

59, 73, 73, 795, 342, 960, 847, 360

Western Region:

373, 321, 373, 409

Southwest Region:

930, 454, 935, 597, 585, 609, 595, 595, 568

Northeast Region:

522, 459, 520, 526, 505, 513, 101, 743, 540, 452, 737

Southeast Region:

770, 50, 50, 664, 681, 435, 330 65

WEEK 11

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#836	West Mississauga, ON	$105,132
2	#587	Houston/Pasadena, TX	$104,274
3	#845	Willowdale, ON	$102,476
4	#564	Horn Lake, MS	$97,641
5	#833	Whitby, ON	$96,087
6	#873	Vaughn, ON	$94,928
7	#591	Houston/Gulfgate	$93,427
8	#585	Houston/Willowbrook	$92,803
9	#446	Bell / LA	$92,635
10	#596	Grand Prairie, TX	$92,014

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#704	Tuscaloosa, AL	53.1%
#688	Chicago-Arlington	41.9%
#121	Winston-Salem, NC	41.7%
#034	Oaklawn/ Chicago	37.1%
#928	Midland, TX	35.1%
#592	Houston—Webster	34.0%
#568	Lincoln, NE	33.0%
#386	Goldsboro, NC	33.0%
#728	Janesville, WI	30.4%
#869	Columbus, GA	30.1%

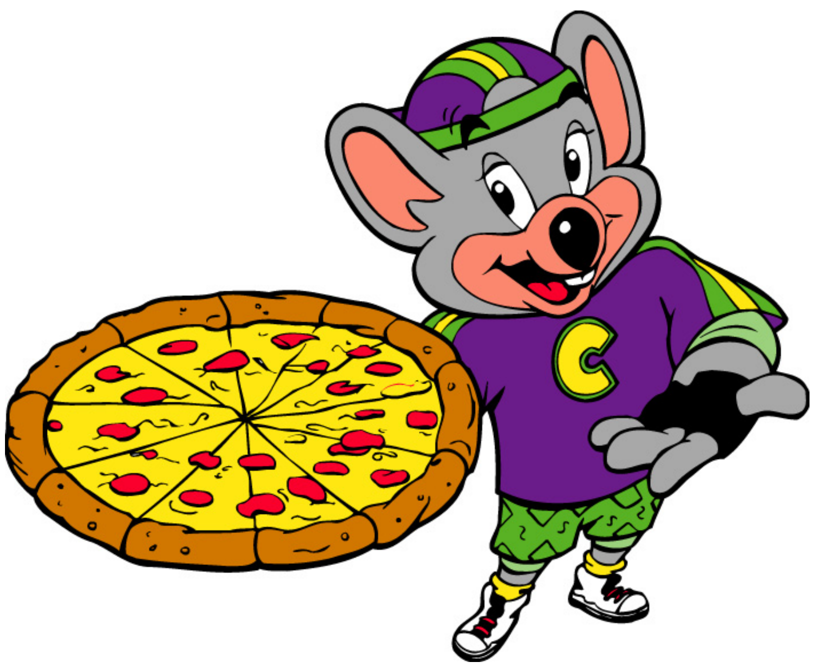
Business Reminders



Holiday Pay Policy (from HR Dept)

In anticipation of the Easter holiday, we want to make sure everyone is aware of our holiday pay policy for Star Cast Members with at least six months of employment with CEC who work on Easter. Cast Members will be paid at a rate of one and one-half times their regular rate of pay. Payroll will automatically make the pay rate adjustments for qualifying employees.

Also as a reminder, CEC will attempt to accommodate the religious and cultural observances and practices of its employees. Please review the **Religious Observances Accommodation Policy** as outlined in the Star Cast Member Handbook.



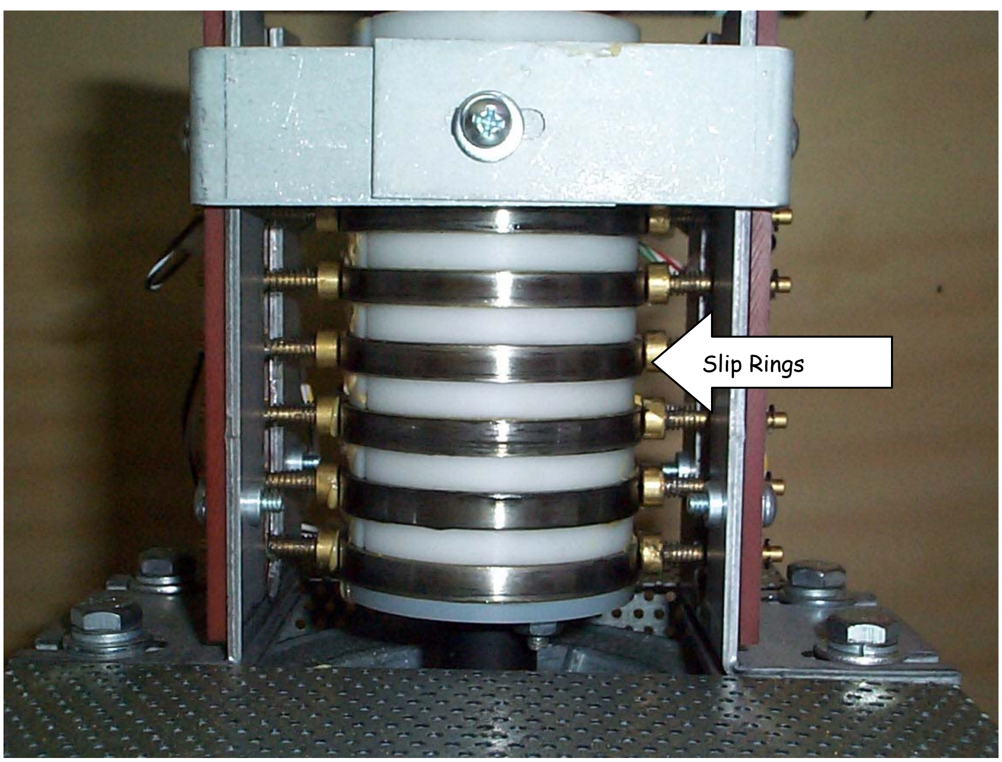
Tech Support

COLORAMA—Manufactured by Bromley

While conducting preventive maintenance on this game, it is very important to lubricate the slip ring assembly with white lithium based grease. (See Picture of slip ring assembly) This assembly is located below the drum playfield. Lubricant can be purchased from the SPT Parts Department 785 862 6005. The part # is M00886 and cost $6.45 for a 14 oz. can. Lubricating the slip ring assembly will help slow down the wear of the wiper pins.

If you have any questions please contact Bromley at 847 427 0639.





Advertising Update

Online Advertising Test

We will launch an online advertising test beginning March 30, 2007 and running through April 29 . Our goals are:

1. Deliver coupons online
2. Encourage sign ups to our Chuck E Club.

The coupons are:

Coupon Codes
231
232
233
234
236
237
238
239
240
241





Coupon Codes
242
243
244
245
246
247
248
249
250

Coupon Codes
350
351
352
353
354
355
356
357
358
359





Coupon Codes
360
361
362
363
364
365
366
367
368

Use more than 1 coupon on your visit for even greater savings!

Note: multiple codes have been given to each coupon so we can track exactly what each site delivers. POS will be updated prior to this launch.

Questions may be directed to:

POS – POS Support – pos@cecentertainment.com
Coupon Offers – Piper Ranne, pranne@cecentertainment.com
Online Test – Dottie Alexander, dalexander@cecentertainment.com

Thanks for your support on this test!

April 1, 2007 Coupon Promotion

All stores will be participating in an FSI coupon promotion on April 1, 2007. Coupons will expire on May 19, 2007.
Coupon details by markets are listed below:

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $19.99 #105	**BUY 50 TOKENS** **GET 50 TOKENS FREE** Get a total of 100 tokens $12.50 #324	Buy any Large Pizza with 1 topping for only $9.99 #110	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99 #156

ABILENE
ALBANY, GA
ALEXANDRIA
AMARILLO
ATLANTA
AUSTIN
BATON ROUGE
BEAUMONT
BIRMINGHAM
BOISE
BUFFALO
CHARLESTON, SC
CHARLESTON, WV
CHATTANOOGA, TN
CHICAGO
COLORADO SPRINGS
COLUMBIA, MO
COLUMBUS, GA
DALLAS/FT. WORTH
DAVENPORT
DAYTON/SPR.
DENVER
DES MOINES
DETROIT
DOTHAN
EL PASO
ERIE
EVANSVILLE
FT. SMITH/FAYETT
FT. WAYNE
GRAND JUNCTION
GRAND RAPIDS
GREENBAY
GREENSBORO-W. SALEM
GREENVILLE, SC
HATTISBURG, MS
HOUSTON
HUNTSVILLE
INDIANAPOLIS
JOHNSTOWN/ALTOONA
JOPLIN, MO
KNOXVILLE
LACROSSE
LAFAYETTE
LAKE CHARLES
LANSING
LAS VEGAS
LEXINGTON, KY
LINCOLN
LITTLE ROCK, AR
LOS ANGELES
LUBBOCK
MACON
MADISON
BROWNSVILLE
MIAMI
MINNEAPOLIS
MONTGOMERY
NEW ORLEANS
OMAHA
ORLANDO
PALM SPRINGS
PEORIA
PHOENIX
PITTSBURGH
PORTLAND, OR
RALEIGH/DURHAM
RAPID CITY, IA
RENO
ROANOKE
ROCKFORD
SAN DIEGO
SHERMAN
SIOUX CITY
SIOUX FALLS
SOUTH BEND
SPRINGFIELD, IL
SPRINGFIELD, MO
TAMPA/ST. PETE
TOLEDO
TOPEKA
TRI-CITIES/JOHNSON CITY
VICTORIA
WACO
WEST PALM
WICHITA FALLS
WICHITA, KS
WILKES/BARRE-SCRANTON
YOUNGSTOWN
YUMA/EL CENTRO

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $20.99 #106	**BUY 50 TOKENS** **GET 50 TOKENS FREE** Get a total of 100 tokens $12.50 #324	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens $23.99 #141	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99 #156

MARKETS:

ANCHORAGE
BAKERSFIELD
BALTIMORE
CINCY
NEW YORK
NORFOLK/VA BEACH
SALINAS/MONTEREY
SALISBURY, MD
SAN FRANCISCO
S BARBARA -S MARIA
SEATTLE
WASHINGTON DC

April 1, 2007 Coupon Promotion

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $21.99 #146	**BUY 50 TOKENS** **GET 50 TOKENS FREE** Get a total of 100 tokens $12.50 #324	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens $24.99 #142	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $30.99 #143

ALBANY, NY	FRESNO/VISALIA	PHILADELPHIA	SPRINGFIELD, MA
ALBUQUERQUE	GREENVILLE, NC (JAX NC)	PORTLAND, ME	ST. LOUIS
BINGHAMPTON	HARRISBURG, PA	PROVIDENCE	SYRACUSE, NY
BOSTON	HARTFORD	RICHMOND	
CHARLOTTE, NC	JACKSONVILLE	ROCHESTER	
COLUMBUS, OH	LOUISVILLE	SACRAMENTO	

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $19.99 #105	**BUY 50 TOKENS** **GET 50 TOKENS FREE** Get a total of 100 tokens $12.50 #324	- 1 large one topping pizza - 2 regular size soft drinks - 20 tokens $16.99 #197	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99 #156

MARKETS:

AUGUSTA	COLUMBIA, SC	MEMPHIS	SAN ANTONIO
BILOXI-GULFPORT	CORPUS CHRISTI	MILWAUKEE	SAVANNAH
BOWLING GREEN	FLINT/SAGINAW	MOBILE/PENSACOLA	SHREVEPORT
CEDAR RAPIDS	JACKSON, TN	NASHVILLE	TULSA
CLEVELAND	KANSAS CITY	OKLAHOMA CITY	TYLER/LONGVIEW

Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any questions after hours, call 817/870-0744.

Please call Piper Ranne at 972/258-5489 if you have any questions about the coupon promotion.

CHUCK E. FOCUS - MARCH 2007 ISSUES

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